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ADULT RESULT DEMONSTRATIONS

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Summary of points brought out in the discussion of this extension teaching means or agency by the classes in Extension Methods.

Advantages

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Limitations

- | | |
|---|--|
| 1. Furnishes local proof of the desirability of establishing the practice. | 1. Seen by few people at time when convincing and therefore direct influence small. |
| 2. Establishes confidence in the agent and the work. | 2. Relatively high cost per practice influence. |
| 3. Appeals to the eye and reaches the "show me type" of individual. | 3. Heavy consumer of agent's time. |
| 4. High rate of takes to exposures. | 4. The success affected by many uncontrollable factors such as weather, etc. |
| 5. Good source of information for meetings, news items, pictures, radio talks, etc. | 5. Not well adapted to certain subject matter. |
| 6. Furnishes cost, dates, and other basic information for use in revising program. | 6. Unsuccessful demonstrations tend to minimize the effectiveness of other extension agencies. |
| 7. Particularly well adapted to introducing a new project. | 7. Considerable time must elapse before results are available. |
| 8. A valuable aid in developing local leadership. | 8. The large number of necessary visits to demonstration may arouse jealousy on part of other farmers. |

Suggestions for Improvement

1. Obtain cooperatively minded, reliable demonstrator, located on a well-traveled highway.
2. Size must be large enough to command respect.
3. Should be planned to prove or illustrate a definite practice or series of practices desirable for community to adopt.
4. Should be used in teaching certain phases of subject matter that do not lend themselves to other methods.
5. Should not drift into the research field.
6. Should stress quality rather than numbers which calls for close supervision on part of agent. Do not repeat needlessly.
7. Hold meetings to study progress and results and disseminate information.
8. Properly mark demonstration to attract attention when results are evident.
9. Use material from result demonstrations in connection with meetings, news letters, pictures, etc.
10. Work in new demonstrators from time to time.
11. Definite and detailed records including costs should be kept.
12. Do not start more demonstrations than can be completed.
13. When a demonstration fails, determine causes and if possible, still use for teaching purposes.
14. Frequently local illustrations of good practices may be used in place of result demonstrations with corresponding saving in time and extension effort.

Extension Studies and Teaching,
U. S. Dept. Agr. - 1937.



